

BUILDERS' GUIDE

WHETHER you are contemplating the erection of a chicken house or a business block, a bungalow, or an apartment house, the time to build is NOW. It's the concensus of opinion among material men throughout the country that owing to economic conditions, labor unrest and the railway strike, the cost of building material both in hardware and lumber, as well as brick and cement, will not be less than at present for some time to come and that any day may see the end of the comparatively low prices, with a sharp advance in all lines. TAKE THE EXPERT ADVICE OF THE ADVERTISERS ON THIS PAGE AND BUILD NOW.

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EXPLAINS WORK OF ARCHITECT FOR BUILDERS

Nation Said to be Short Million Homes With Situation Acute

By ELMER GREY
Los Angeles Architect.

Why go to an architect for your plans when there are organizations who will make plans and build for you all in one contract?

For several reasons. Some of the organizations I speak of will tell you that they employ architects as a part of their staff, and this is true; but it is also true that no architect can serve the interests of the owner to best advantage when drawing his pay from the contractor. Such a position is an anomalous one. It is for the interest of the owner to have a good quality of materials specified throughout.

The contractor who employs an architect can save money by having him specify materials of a lesser cost.

Often to the uninitiated the two qualities look exactly alike. It is only in the short life of the poorer quality that the difference will be revealed when in use.

Doubtless there are in such organizations architects who are conscientious and who would like honestly to do well by those whom they serve, but such hold their positions not by choice, but through force of circumstances and must do what those over them prescribe.

Above them constantly hovers their over-lord, the head of the organization, whose orders they must obey. It is he who prescribes how much work shall be done on the plans and how the specifications shall be written.

Three never was a successful organization of the kind I speak of, both making plans and doing building, that did not have connected with it one or more able salesmen.

These salesmen have to be paid and who do you suppose pays them? Why those who build, of course—indirectly, but none the less surely.

What would you think of a physician or lawyer who went around peddling his wares, telling what fine service he rendered?

Most architects with a taste for their art do not relish that kind of salesmanship and hence are not often found soliciting business and are indifferently successful at it when they do.

These combined planning and building organizations, however, have no such compunctions, but have solicitors at work constantly drumming up trade.

These latter become expert at "talk" finally accumulating a goodly line of it.

Analyze what they tell you. Put it to a test. For one thing don't be misled by "approximate estimates."

An approximate estimate is a guess, nothing more nor less, and more often than not the guess is low with a purpose.

Time and again I have known such organizations to be placed in competition with regular contractors and every time their bid was considerably higher.

They do not relish that kind of competition.

They like the best that work in

BETTER HOMES PLAN GIVEN IMPETUS

Plastered Walls Should be Studied for Best Results in Colors

Last Monday, "Better Homes for America" week was inaugurated, sponsored by the Vice-President of the United States and Secretary Herbert Hoover, leading national magazines and newspapers in practically every town and city in the country.

The governors of twenty-five States are also actively engaged in furthering this noble movement.

Public spirited men and women in every wide-awake locality are exerting every effort to make this national movement an institutional success.

And why?

Not for mere mercenary advantage, but for the welfare of the Nation. Concerted action has been necessary to awaken America to the impending danger that threatens us in the chronic shortage of houses.

We are short about a million homes and the situation is more acute in Southern California than in any other part of the country.

Secretary Hoover very aptly explained the situation when he recently declared:

"This shortage of homes in cities implies the challenge of congestion. It means that in practically every American city of more than 200,000 from twenty to thirty per cent of the population is adversely affected and that thousands of families are forced into unsanitary and dangerous quarters.

"This condition, in turn means a large increase in rents, a throw-back in human efficiency and that from inhibition of the primal instinct in us all for home ownership."

Coordinating with the Better Homes Week, thousands of model homes, in as many cities, were thrown open to public inspection Monday morning, to remain open until October 14, and many will remain open for an indefinite period after that.

Millions of prospective home builders will visit these model houses to gain inspiration afresh for a new and better home.

The result will be a veritable epidemic of constructive effort to kindle the desire for new homes and to actuate that desire into a country wide era of building.

Better Homes Week comes at particularly an opportune time for Southern California as it stimulates interest far enough ahead of the rainy season so that the home-builder is able to have his new dwelling completed before wet weather commences.

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Any breaking out of the skin, even fiery, itching eczema, can be quickly overcome by applying a little Mentho-Sulphur, says a noted skin specialist.

Because of its germ destroying properties, this sulphur preparation instantly brings ease from skin irritation, soothes and heals the eczema right up and leaves the skin clear and smooth.

It seldom fails to relieve the torment and disfigurement. Sufferers from skin trouble should get a little of Rowles Mentho-Sulphur from any good drug-gist and use it like a cold cream.

Keep smiling. You'll never get on your feet by standing on your ear.

If they keep on improving long-distance guns, it may be possible to stay right here and help fight the next war.

Girls are long on etiquette, but none of them has yet learned how to scratch a mosquito bite gracefully in public.

The man who says talk is cheap doesn't know what it costs to print the Congressional Record.